

## Message Text

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21

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 AID-05 CEA-01 CIAE-00 COME-00

EA-10 FRB-01 INR-07 IO-10 NEA-10 NSAE-00 OPIC-06

SP-02 TRSE-00 CIEP-02 LAB-04 SIL-01 OMB-01 JUSE-00

FTC-01 SS-15 NSC-05 STR-04 TAR-01 /106 W

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R 291759Z JUL 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC 3316

INFO USMISSION OECD PARIS

UNCLAS LONDON 11661

E.O. 11652: N/A

TAGS: ETRD, OECD, UK

SUBJECT: MONOPOLY INVESTIGATION: PET FOODS

1. IN ACCORDANCE WITH 1967 OECD NOTIFICATION PROCEDURES THE OFFICE OF FAIR TRADING HAS INFORMED THE EMBASSY THAT ON JULY 22, 1975 THE DIRECTOR GENERAL OF FAIR TRADING ANNOUNCED HIS DECISION TO REFER TO THE MONOPOLIES AND MERGERS COMMISSION THE SUPPLY IN THE UNITED KINGDOM OF CAT AND DOG FOODS. ACCORDING TO BRITISH LAW A MONOPOLY SITUATION EXISTS IF, AMONG OTHER THINGS, A COMPANY ACCOUNTS FOR 25 PER CENT OR MORE OF THE TOTAL UK SUPPLY OF A GIVEN PRODUCT OR SERVICE.

2. ONE OF THE COMPANIES BELIEVED TO FALL IN THE "MONOPOLIST SUPPLIER" CATEGORY IS PEDIQREE PETFOODS LIMITED A SUBSIDIARY OF MARS LIMITED WHICH IS A SUBSIDIARY OF MARS, INC. USA. OTHER FIRMS WHICH MAY BE INVOLVED THOUGH NOT NECESSARILY AS "MONOPOLIST SUPPLIERS" ARE CARNATION FOODS CO. LTD., A SUBSIDIARY OF CARNATION COMPANY (USA) AND QUAKER OATS LTD., A SUBSIDIARY OF QUAKER OATS COMPANY OF CHICAGO.

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3. THE OFFICE POINTS OUT IN ITS LETTER THAT REFERENCE TO THE COMMISSION BY THE DIRECTOR GENERAL IS A NEUTRAL ACT AND DOES NOT AUTOMATICALLY IMPLY THAT THE EXISTENCE OF A MONOPOLY OR ANY ACTIONS OF MONOPOLY SUPPLIERS ARE CONTRARY TO THE PUBLIC INTEREST. THAT IS FOR THE COMMISSION TO DECIDE ON THE BASIS OF THEIR INVESTIGATIONS. THE COMMISSION HAS BEEN ASKED TO COMPLETE THESE INVESTIGATIONS AND REPORT WITHIN 18 MONTHS.

4. COPIES OF THE REFERRAL DOCUMENT AND PRESS RELEASE WILL BE POUCHED TO EB/CSB/BP: BUSHNELL. RICHARDSON

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ANIMALS, INVESTIGATIONS, MONOPOLIES, FOODS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 29 JUL 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** hartledg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 05 MAR 2003  
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Margaret P. Grafeld  
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06 JUL 2006

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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Status:** NATIVE  
**Subject:** MONOPOLY INVESTIGATION: PET FOODS  
**TAGS:** ETRD, EIND, US, UK, OECD, PEDIGREE PETFOODS LIMITED  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006